

## II. REMARKS

The Examiner is requested to reconsider the application in view of the foregoing amendment and the following remarks.

Respectfully, and generally for the reasons set forth below, the objections and rejections and each ground therefore -- to the extent not rendered moot by the foregoing Amendment -- are traversed. Generally, it is believed that the amendment adds no new matter.

On page 2 of the Office Action, an objection has been made to the specification. The Examiner contends that the specification contains a hyperlink. The location of a hyperlink in the specification is not identified in the Office Action, and the Office Action is silent as to whether the amendment submitted on August 26, 2005, has been entered. If not, Applicant requests entry of that Amendment. Otherwise, or if the Amendment does not address the concern, then pursuant to 35 USC sec. 132, Applicant requests sufficient information as to the objection so as to enable a response. The Examiner is invited to call the undersigned.

On pages 2-3 of the Office Action, claims 41-42, 45-46, and 119 have been objected to pursuant to 37 CFT 1.75. The Examiner contends that these claims include duplicates of other claims.

The claims 41-42 and 45-46 have been amended and the objection is believed to be moot. Applicant respectfully traverses the objection as to claim 119 being "a substantial duplicate" of claim 101 and that they "cover the same thing." Claim 101 requires communicating over the Internet. Claim 101 depends from claim 19 which requires producing the product at the distribution center. Neither of these requirements are required in claim 119, and thus they do "not cover the same thing."

Claim 37 has been rejected pursuant to 35 USC Sec. 112. The Examiner contends that the claim is indefinite as to when the product is produced. Claim 37 has been amended and the objection is believed to be moot.

All claims have been rejected pursuant to 35 USC Sec. 103. The Examiner

contends that the claims are obvious in view of Rifkin, and as to some of the claims, in combination with other cited art for the reasons indicated in the Office Action. Reconsideration is respectfully requested in view of the enclosed Declaration of Professor Lee Hollaar.

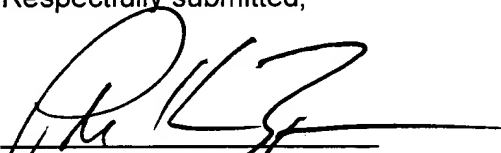
The application, as amended, is believed to be in condition for allowance, and favorable action is requested. If the prosecution of this case can be in any way advanced by a telephone discussion, the Examiner is requested to call the undersigned at (312) 240-0824.

### III. CONCLUSION

The Commissioner is hereby authorized to charge any fees associated with the above-identified patent application or credit any overcharges to Deposit Account No. 50-0235, and if any extension of time is needed to reply to said office action, this shall be deemed a petition therefore.

Respectfully submitted,

Date: August 17, 2006

  
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